

Section IV



The 1,000-Day Plan



Travel Utah! – The 1,000-Day Plan

The Division of Travel Development's 1,000-Day Plan for the Olympic and post-Olympic period is a tactical complement to the Division's Long-Range Strategic Plan, and relates to Governor Leavitt's 1,000-Day Plan.

Objectives:

- 1) To Capitalize on awareness bonus of winter Olympics**
- 2) To build a branding bridge between passive awareness and active need to travel for discovery and recovery values**
- 3) To add significant reinforcement to the “quality of life” argument for the Utah Technology Alliance’s branding effort**
- 4) To bring velocity to the state’s economic recovery**

Plan Execution --- Four Elements:

- 1) Qualitative and Quantitative Research**
 - a. Explore dynamics of consumer awareness and image of Utah for improved targeting and messaging
 - b. Probe consumer awareness to obtain “hot button” elements of Games impressions and take-away that can be recalled in future messages
- 2) Paid Media**
 - a. Tie Olympic memories to place-based messages emphasizing the brand values of discovery/recovery, quality of life, and excellent business climate
 - b. Obtain significant levels of reach and frequency in strategic markets through balanced use of all channels to reinforce the message
 - c. Where appropriate, leverage media resources with DBED, local providers, and co-branding partnerships
- 3) Earned Media**
 - a. Continue efforts with global PR function to generate stories in travel and general circulation publications and broadcasting outlets
- 4) Travel Trade Missions**
 - a. Use strategic consideration for travel markets (both mature and developing) in selection criteria
 - b. Integrate travel interests, when feasible, with Governor’s trade mission, schedule and events
 - c. If/where travel strategic markets differ with Governor’s schedule, invite local travel entities and businesses in travel-themed missions and trade activities